

The Corporate Community Connection: Leveraging employee motivation to do 'good' injects goodness into a brand and loyalty in its customers



Technology helps Caesars Entertainment expand its community involvement and strengthens economic, social and environmental quality of life.

WeSpire

Executive Summary

Caesars Entertainment is one of the largest casino entertainment companies in the world and an established leader in corporate citizenship. In 2012, Caesars partnered with WeSpire to take their already strong employee community involvement program to the next level by facilitating the participation of employees that were particularly difficult to reach: line level employees and the majority of the workforce who have no company email or access to a dedicated computer.

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This case study investigates Caesars' success in using the WeSpire engagement platform to:

- Help strengthen how the company contributes to the economic, social and environmental quality of life wherever it operates
- Help involve all employees in corporate citizenship, the heart of its brand value
- Further increase the contributions that employee community involvement makes to employee engagement and customer satisfaction
- Better connect employees to Caesars' core mission "inspire grown-ups to play"



Background

Caesars has a long well established culture of environmental sustainability and community involvement and a trophy case of recognition attesting to its corporate citizenship leadership.

CAESARS' MISSION

With the mission to “inspire grown-ups to play,” Caesars is, at the same time, committed to being a positive corporate citizen that contributes to improving the economic, social and environmental quality of life wherever it operates.

At the heart of Caesars’ mission is to “inspire grown-ups to play,” and, as the world’s most geographically diversified casino-entertainment company, Caesars has found success in connecting all 68,000+ employees to corporate citizenship. Demonstrating this success, 75% of employees believe the Caesars’ mission, vision and values support a positive workplace.

One of Caesars’ essential employee engagement initiatives is named CodeGreen, which focuses on inspiring employees at all levels of the organization to be more sustainable at work, home, and in the community. CodeGreen began seven years ago and engages Caesars employees at all of their 40 North American properties, and drives significant business outcomes.

Internal Caesars analysis linked employee community involvement to higher employee engagement, and a 2012 Harvard Business School analysis found that customer loyalty and satisfaction — a customer’s willingness to return to one of Caesars’ hotels or casinos and their overall experience — is linked to employees’ level of participation in sustainable activities at work.¹ Gwen Migita, Vice President of Sustainability at Caesars, specifically investigated the causal relationship between high employee engagement and customer satisfaction.

“We found that properties where a higher average number of employees report involvement in CodeGreen have notably higher customer satisfaction scores.”

GWEN MIGITA CAESARS VP OF SUSTAINABILITY

[Background Continued]

Given its successes in supporting employee engagement and customer satisfaction through employee community involvement, Caesars decided to take its community engagement program to the next level. Among its initiatives to strengthen its employee community involvement, Caesars partnered with WeSpire in December 2012 to make the initiatives more accessible for employees with limited computer access at work. This was particularly important for reaching employees with no corporate email address, such as food and beverage employees, housekeeping staff and table game employees.

CHALLENGE

- **Increase** the number of line level employees who are engaged with the suite of employee involvement programs offered at the company
- **Introduce** an element of “play,” consistent with the Caesars mission, in employee community involvement
- **Build** on existing employee community involvement opportunities in employees’ homes and otherwise outside the workplace

SOLUTION

WeSpire Employee Engagement Platform & Behavioral Project Library

BENEFITS

- **Interactive community space** for employees to learn about and access Caesars corporate citizenship priorities and initiatives
- **Enhancements** to the fun, gamified aspects of the employee community involvement program
- **Increased employee community engagement** outside the workplace

Strategy & Implementation

The WeSpire solution appealed to Caesars because of the emphasis on simple, gamified access to community involvement actions that employees can login to from anywhere.

In Caesars' 2+ years as a WeSpire customer, the company continues to increase the types of behavioral projects offered on the platform to engage employees in their social impact programs.

Phase 1: STARTING WITH ENVIRONMENTAL SUSTAINABILITY

The initial WeSpire platform launch focused on strengthening the connection Caesars' workforce has to the company's core values by engaging employees in its CodeGreen sustainability program — a pre-existing initiative aimed at involving employees with Caesars' corporate sustainability goals. Key initiatives are concentrated around environmental conservation, including energy savings, recycling and waste reduction, water conservation, and carbon emissions reduction.

Phase 2: EXPANDING TO SOCIAL IMPACT PROGRAMS

As the CodeGreen WeSpire platform proved successful, Caesars realized that it could use it for other Caesars community involvement programs. In April 2014, eighteen months after its initial launch, Caesars rolled out Caesars Code Rewards, a new version of the platform that more holistically incorporates the company's Corporate Citizenship programs.

In addition to the sustainability projects already offered, the Caesars Code Rewards platform includes projects that inspire employees to get involved with volunteering and other offline events. For example, "Be a HERO" took Caesars' corporate volunteering program to a mobile platform, allowing employees to more easily learn about various volunteering opportunities.

Results & Success Metrics

Caesars now has a mobile platform for employees to get involved in its Corporate Citizenship and environmental sustainability initiatives. Most importantly, it's a platform that employees enjoy using.

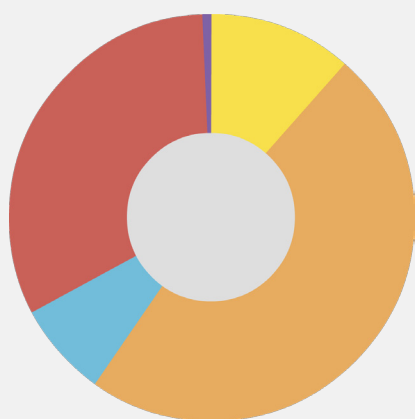
Since broadening the scope of its employee community involvement platform, Caesars increased the reach of its program significantly — with the number of employees participating on the platform more than doubling.

For calendar year 2014, Caesars employees completed 70,000+ actions on the WeSpire platform, which translates to over \$185,000 in associated environmental savings — or nearly \$250 per user annually — at work, home and in the community.

In addition to the environmental impacts, in the last twelve months, 43% of Caesars employees have participated in individual or HERO activities, reporting nearly 200,000 volunteer hours in 2014. The Wespire platform helped drive this 25% increase over the year.



TOTAL SAVINGS IN 5 IMPACT AREAS: \$187,100.77



Emissions	\$21,366.85	1,068,343 lbs
Energy	\$90,496.34	878,605 kWh
Water	\$13,492.82	1,349,282 gal
Fuel	\$60,479.73	18,327 gal
Waste	\$1,265.04	57,502 lbs

Behind the success of the volunteering project are the teamwork, photos, and stories shared. Caesars employees are able to go beyond signing up and logging volunteer hours by sharing their experiences and further inspiring others to get involved.

Conclusion

As Caesars continues to grow and increase its environmental sustainability and Corporate Citizenship program's momentum, the WeSpire platform continues to support Caesars employees. WeSpire serves as the catalyst for Caesars to expand its communication channels to include less traditional forms, so the company and its employees can meet corporate goals; improve its community; and ultimately develop better, more engaged workplaces — with heightened customer satisfaction as one of the happiest results.

Keys to Caesars' success include:

ALIGN PROGRAM TO YOUR BRAND'S UNIQUE MISSION & VALUES

What's the true essence and meaning of your brand? Knowing what is at the heart of your brand and translating that into actionable purpose for your employees is a powerful motivator to unite your entire workforce.

SET GOALS & MEASURE YOUR SUCCESS

Tracking key metrics like employee participation rates and impact, and attributing that impact to your business goals not only provides a basis for ROI, but expands the benefit to other stakeholders — giving everyone the satisfaction of real progress and accomplishment.

LEVERAGE PROGRAM LEARNINGS TO EXPAND SCOPE AND FURTHER INCREASE ENGAGEMENT RATES

Drilling down to the project or team level also helps you find and recognize what (or who) is doing well. Conversely, this information also highlights what isn't working so well and where to focus content curation-efforts.

WESPIRE is the employee engagement platform that empowers forward-thinking global organizations to reach their greatest potential. With the only configurable library consisting of hundreds of action-based programs backed by applied behavioral science, WeSpire enables individuals and entire organizations to drive measurable, positive impact.

Many of the world's most successful companies rely on WeSpire every day to tap the potential of their workforce.

**INSPIRING PEOPLE.
TRANSFORMING BUSINESS.**

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Sources

1. Serafeim, George, Robert G. Eccles, and Tiffany A. Clay. "Caesars Entertainment: CodeGreen." Harvard Business School Case 111-115, March 2011. (Revised August 2012.)